ATTIE NDZOMBANE 2025 Portfolio!

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ABOUTIME



My name's Athenkosi Ndzombane, an Art Director from Cape Town, South Africa with a knack for taking on the improbable, empowering my peers and creating a space where everyone can be creative.



#13th Ranked Student in Africa Middle East 2024
2x Student Silver Loeries
2x Finalists
#12 Ranked Student in Africa Middle East (2023)



Clio Awards 2024 1x Shortlist



Experience

An alumni of Red & Yellow Creative School of Business, and I have been super lucky to work for amazing brands like FIFA, and Nura as well as being supported by Ogilvy South Africa and Loeries' Creative Future Scholarship.

#13 Ranked Student in Africa Middle East - Loeries Official Rankings 2024 & 6th Ranked Student Art Director I #12 Ranked Student in Africa Middle East - Loeries Official Rankings 2023 My CV:

Career Break - Aspen Ski Season

Hickory House Ribs & WeNorwegians December 2024 - March 2025 Aspen, Colorado

Creative Manager

Comunity Fashion Show Sept 2024 Cape Town, South Africa

Freelance Art Director

Rooftop Productions Nov 2023 Port Elizabeth, South Africa Brands: Gautrain (Copy), FIFA (Creative Strategy)

Creative Intern

Ogilvy Oct 2023 - Nov 2023 Brands: PEP Cell, PEP Home, Coca-Cola & Fanta

Runner & Production Assistant

The Loeries Awards
Oct 2023
Cape Town, South Africa

Production Manager

Developing Agency Jan 2023 - Jul 2023 Port Elizabeth & Cape Town, South Africa

Runner & Production Assistant

The Loeries Awards
Oct 2022
Cape Town, South Africa

Co-Founder, Art Director & Photographer

Developing Agency/Freelance
January 2016 - Present
Cape Town, South Africa
Brands: X-Games, Nike ACG, Nike Lifestyle, Nike Football, Crates x Converse
Next, Formula-E World Championship, Away, Nura, Superbalist

Education

BA in Visual Communications - Art Direction Major & Graphic Design Minor Red & Yellow Creative School of Business - 2022-2024

Matric Alexander Road High School - 2017-2021

Details:

Email: Attiendzombane@hotmail.com Phone: +27 (73) 236-3288 I +1 970 742-4708 Instagram: @attiendz

Work Authorization:

United States of America - J1 Exchange - Expires April 15 2025 United Kingdom - Global Talents Visa Candidate





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Photography

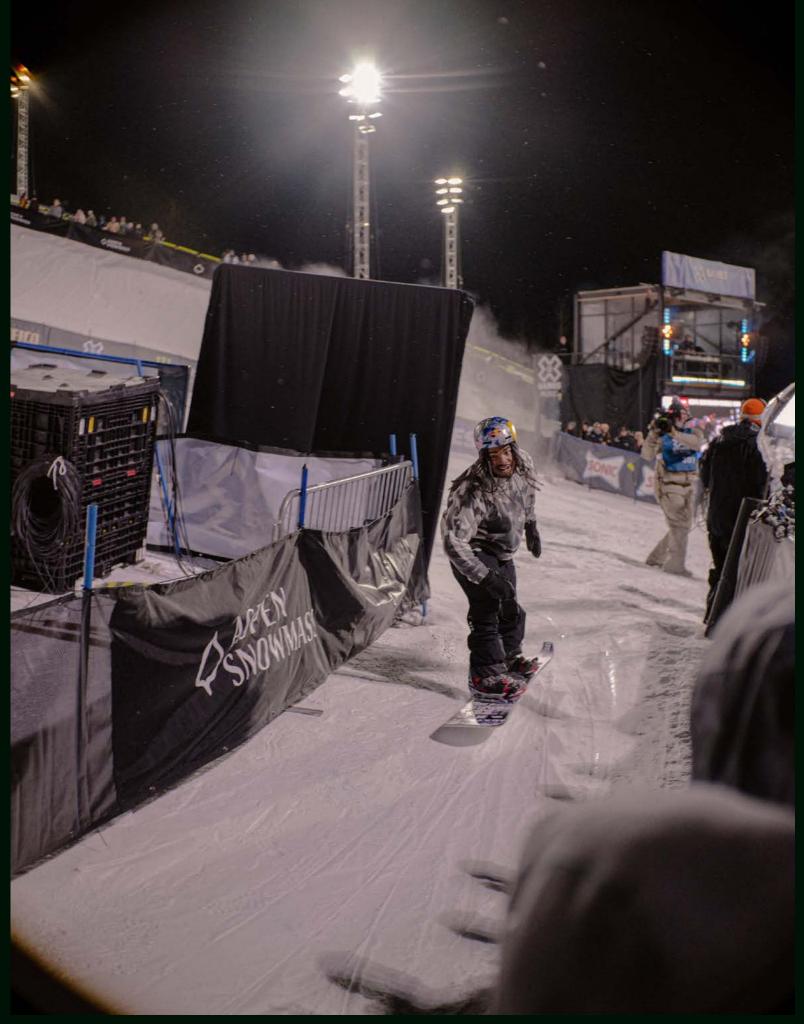
X-GAMES Aspen 2025:

Medium: Photography

Brief:

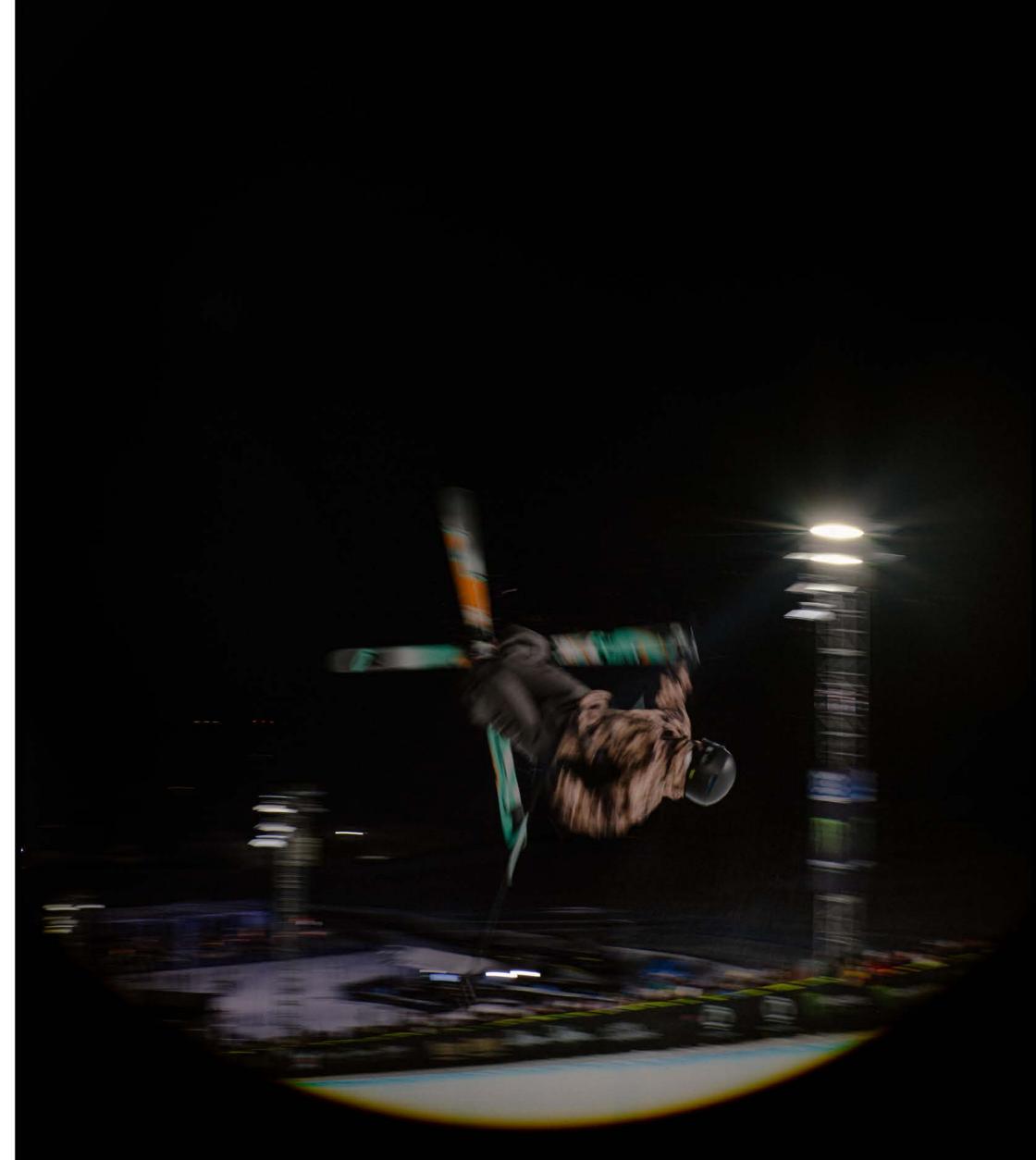
Capture a different sense of the X-Games to the typical action photography style the client employs.











160b_7 Collaboration:

Medium: Mixed media/Editing

Team:

Monwabisi Sekwane - Photographer Johny Sathekge - Editor Athenkosi Ndzombane - Post Production Artist Xara Croft - Model





LEGO PlayLink

Medium: Art Direction & 3D Modelling

Brief:

Create an interactive and innovative campaign that brings the excitement of imagination back to LEGO's Identity for Gen Alpha.

Problem:

LEGO provides a prewritten story for each set rather than encouraging their audience to imagine their own world.

Insight:

Gen Alpha engages in a different type of imaginative play than traditional through world building in games.

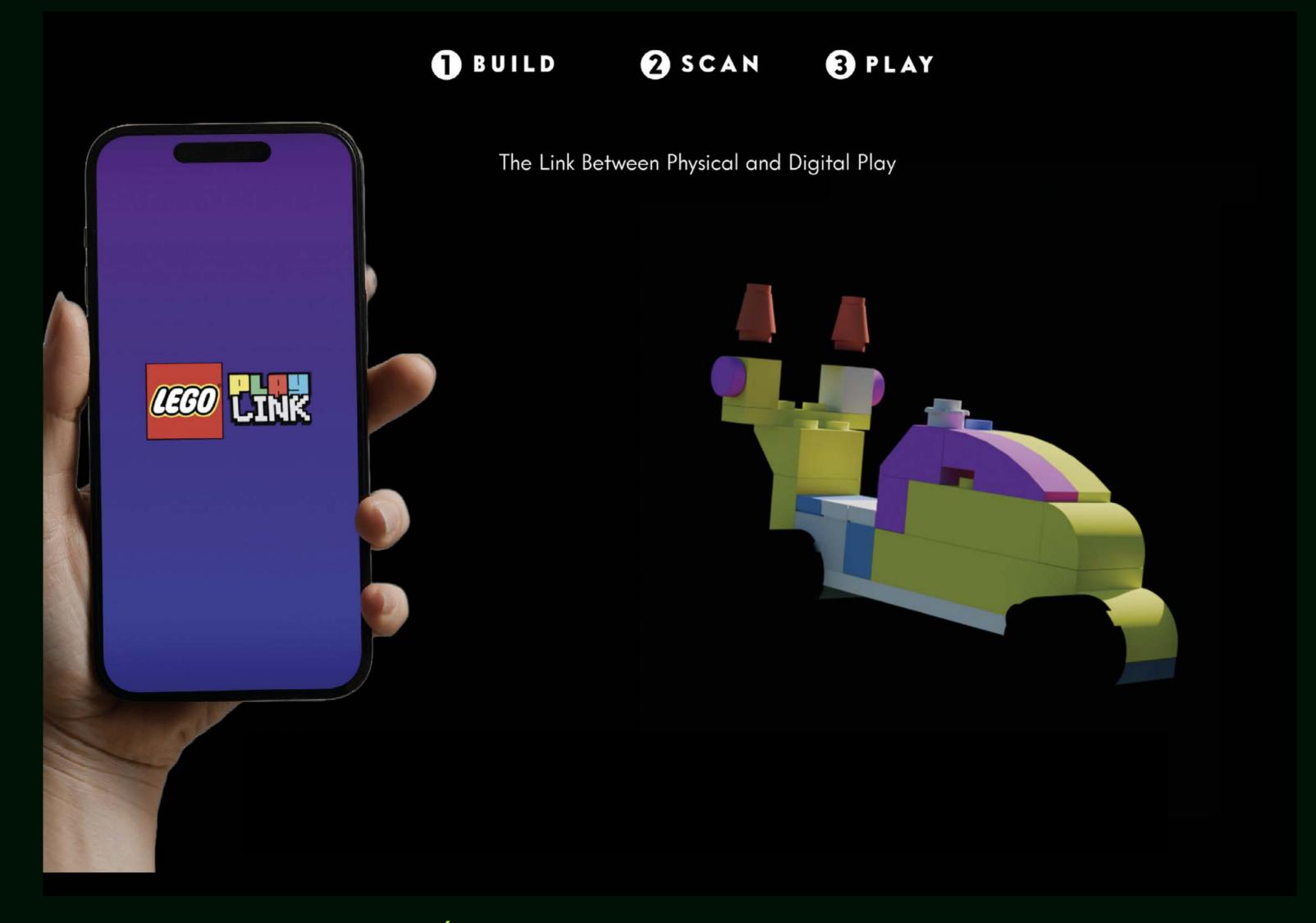
Execution:

Bringing physical and digital worlds together by allowing Gen Alpha to build their own skins out of LEGO for in-game use.

Team:

Maxine Carr - Art Director
Hanim Lukie - Art Director
Nicholas Taylor - Copywriter
Athenkosi Ndzombane - Art Director & 3D Modeller







In-Game Ads

Popup advertising for each featured game allows us to reach young gamers where they are



RBLOX











Packaging

They can then bring home their unique creations in game-specifc display boxes





Capitec - Brand Challenge

Medium: Art Direction & Copywriting

Brief:

Position Capitec as a stress-easer for the aspirational market in the chaos they feel.

Problem:

Aspirants have worked hard for their money but are overwhelmed by the different proposed solutions to help them.

Solution:

Taking real-life scenarios of South Africans and showing how Capitec's simplicity in a world of chaos is the benefit for consumers.

Team:

Athenkosi Ndzombane - Art Director & Copywriter

Kristen Lyons - Graphic Designer

Nombulelo Mtshaki - Art Director

Alet Roux - Illustrator

Illhaam Kessner - Digital Designer

Hannah Kennedy - Copywriter

Sarah Longworth - User Centric Designer

Nikita Borsutzky - Graphic Designer

Rebecca Gomes - Graphic Designer

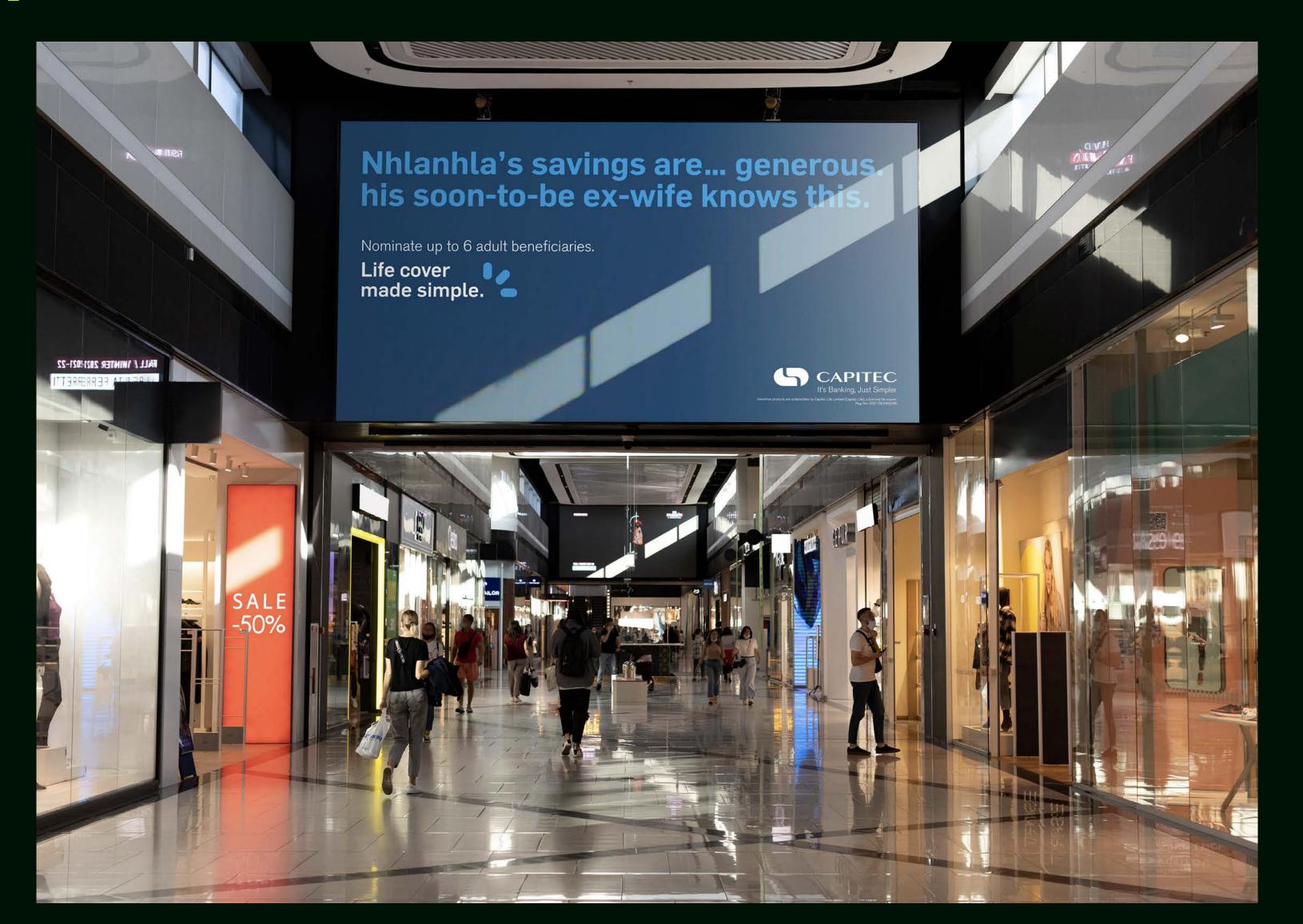
Chulumanco Yiko - Strategy

Ebrahim Mayet - Strategy

Jaimee Baylis - Strategy

Kirstin - Strategy

Jenna Conradie - Strategy





When you borrow money from Malame Jabu



MVO: When you borrow money from Malume Jabu, life gets ... interesting.

MVO: Like how a black car follows me to work every day.

SFX: Car door closing.

MVO: Interesting like how... my car breaks aren't - well - breaking like they used to.

SFX: Car brakes groaning.

MVO: Oh and it's REALLY interesting how the keys to my back door don't work anymore...

SFX: Man coughing off-mic, sputtering.

MVO: Interesting indeed.

FVO: To live an interest-free life, visit any Capitec branch to learn about our 55-day interest-free credit card.

ANNOUNCER: It's banking, just simpler. Initiation, service fees and T~Cs apply.

Link To Video









5

Mike manifests his first car by walking through the drive-thru.



Loyiso wants to impress his future mother-in-law. so he bought her 5 designer cows, 3 luxury goats, and 2 limited edition chickens.



David is about to pick up his date. he's very excited. he also hopes she likes tuk-tuks.



Viashna thinks she has to pull out teeth for the tooth fairy to get a new car. she's 32.

Social Media



Vespa - Long Copy

Medium: Art Direction

Brief:

Using only type we were tasked with designing a newspaper ad for the Vespa brand.

Insight:

Vespa's nifty design allows it to easily zip past traffic as well as petrol prices,

Solution:

With a disruptive method using the entirety of the news-to the location of guided the eye of the viewer through

Team:

Athenkosi Ndzombane - Art Director Hanim Lukie - Art Director Courtney-Anne Froneman - Copywriter







News

Economy

\$740 bn

strategy & market research at FXTM, Jameel Ahmad, said in his market note that matters

ror mead to worse policy committee for the Turkish IIra, (MPC) to take a placing a drag on other emerging market currencies, including the rand, he said the latest from the policy committee for th

The Rand Slips Against Strong

markets on luesday as pressure after an array of investors awaited a swathe of earnings releases and as

World

World Military Spending Up to an All

spending grew for the eighth consecutive war in 2022 to an all-time him of \$2.24 trillion him.	aid to Ukraine and concerns about a beightened threat from Russia 3 congly influenced other states spenging oecisions.	researcher with	membership in May 2022, decades of nonalignment in the wake of Russia's invasion of Ukraine. While Notand has been activitied. Sweden's bid to join NATO	for much longer," said Lorenzo Scaraz- zato, a researcher zato, a researcher with SIPPI's Milltary Experythruf, and Arms Production Program. "Many-Former Easyern Noc- Rates have more than doubled military spending since 2014, the since 2014 in Russia annexed Crimea." Russia also has increased its military spending.	all transmiss series
increased by 3.7% in real terms, but military expenditure in Europe was up 13% — Its steepest year-on-year increase in at least 30 years, the Stockholm Peace search Institute, or SIPRI, said in a report. Military	ms, but spenders were spender the United States, compender of the Manager of the	sinounced plans to raise spending levels over periods of up to a decade. Some of the sharpest were seen in countries near Russia: Finland (26 %), Lithuania (27%), Sweden (12%) and Poland			foternational margitute dedicat to research irre-conflict, armaments, ar control and disarmament.

Public Opinions

than Pre-COVID

Local

His Jean Chang, 22 mings may easil Tell Vine about Crateriors

s most congested company TomTom whites south African city for rush-flow at it of 98-cts from the special south African city. Pretoria commuters are a special south and the spec

The rise is a sign that we are living in an increasingly insecure world

arnings for the irst No week and the the scrutinised for the Office of the Office of the order

Inflation for food, non-alcoholic drinks

largest annual increase

Wednesday
released the annual headline
CPI inflation rate
in April 2016 was
4.5%. This is
0.7 of a point higher.
On average, prices
increased by 0.8% of currency

mison by M.U.P.
the past | 2 months.
the past | 2 months

Dollar Lindws Toolso

South Africa's

condi-tions," RMB
economists said in a note.
"Since the beginning of the year, the live tech giants stocks - Amazon, Google, Intel, Meta and Microsoft bave been responsible two-thirds S&F 500's gains in 2023.

Public Opinions

Will we be remembered as heroes who tried to create paths for progression, or as the generation who destroyed nations in a effort to grappie for what can be seen as

Zipping Past Petrol Prices

Traffic Volumes in South Africa are Worse

announcement of yet another rise in petrol prices comes smile. And when you are slowly losing your sanity as you sit Next time you hear a Vespa zipping past while over the radio. You pull out your hair as you stare at the in traffic, we zip past without a care in the world. To us Vespa you're standing still in traffic, consider why on never-ending slog of five o'clock traffic that you are once again trapped in.

As if things couldn't get any worse, the radio announces that the Rand is still falling. As do the tears down your cheeks. We Vespa owners, can't relate. The ompact 81 tank can be filled for an average of R160. That's Falls the Vespa keeps its value. They stand the test of time and less than a burger and beer. That small tank can take you up hold on to their worth even while the world collapses around to 360km. That's the distance from Cape Town to Stilbaai. them. It is why our "preloved" Vespas are the go-to choice. While you unfortunate souls cry in your car while you swipe

They are the perfect beginning for new enthusiasts and

commute from work during peak hour traffic. Our scooter zips Vespas on www.vespa.co.za. by, the sound a gleeful laugh at all of you who waste your free
Then when you come to your senses, you can time honking horns at the endless line of cars.

But that is not the only reason we are smiling: As the Rand streets of Cape Town.

Cold sweat on your brow, your heart rate skyrockets, as the your cards at the petrol station, we zoom in and out with a there are so many options to choose from!

owners, there is no such thing as getting stuck in an hour-long earth you've not already checked out the preloved

put the traffic behind you, as you zip through the





SafeProtest - Alt Use of Media

Medium: Art Direction & Graphic Design

Brief:

Create a campaign for Amnesty International using an alternative form of media to create an interactive and informative campaign.

This is to inform the target audience about the danger of facial recognition on the right to protest.

Problem:

Not many people are aware of how common facial recognition is in our daily lives.

Target Market:

18 to 28 year olds who are politically aligned and wary of the political happenings of the world.

Solution:

Creating an awareness campaign that uses a face filter titled ComputerDazzle to show people how to paint dazzle face paint that will distract the facial recognition software.

As well as informing the audience of the role facial recognition has in minimizing the right to protest through Instagram, and various podcast sponsorships.





Logo

COMPUTER DATE







CheckMate - The Guardian

Medium: Art Direction, Graphic Design & Copywriting

Brief:

To reaffirm The Guardian's position as a freer of truth that doesn't bow for anyone through a digital tool.

Problem:

Disinformation from politicians goes unchecked on social media and there isn't a localised place for people to fact check their politicians.

Target Market:

Those getting politicially engaged for the first time aged 17-24 years old in western democracies.

Solution:

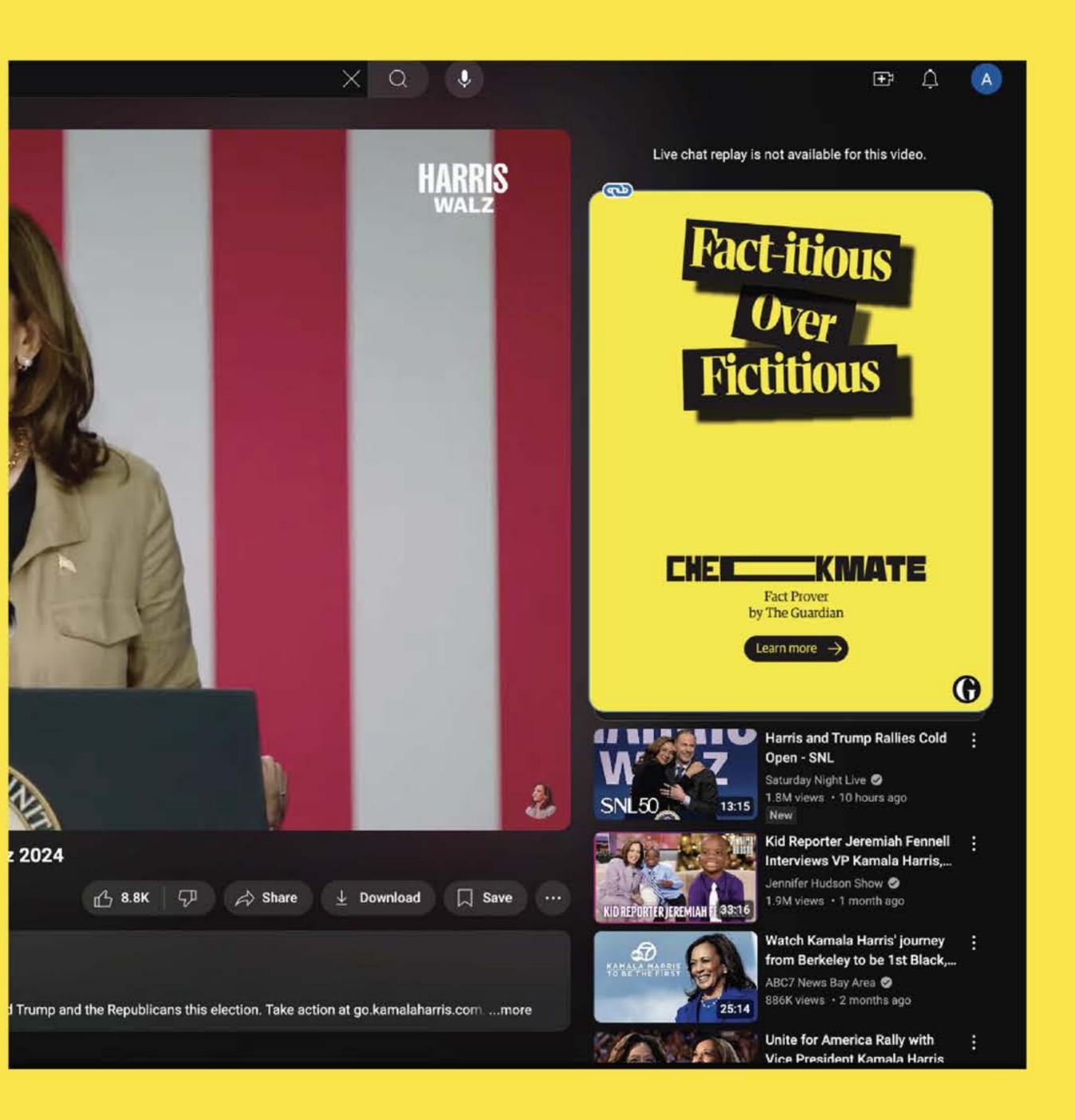
Create a reply bot on X that quickly and accurately fact-check tweets, comments and reposts from politically influential individuals.

And communicating the lies of politicians through out history to promote the platform.





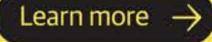




Fact-itious Over Fictitious

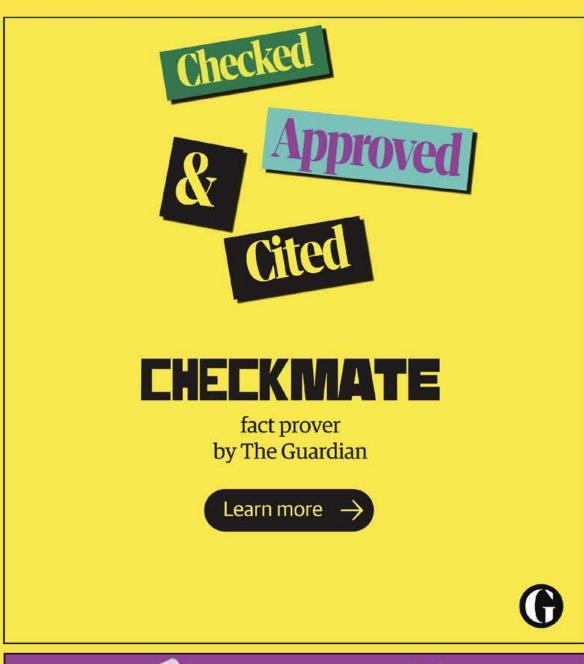
CHECKMATE

Fact Prover by The Guardian









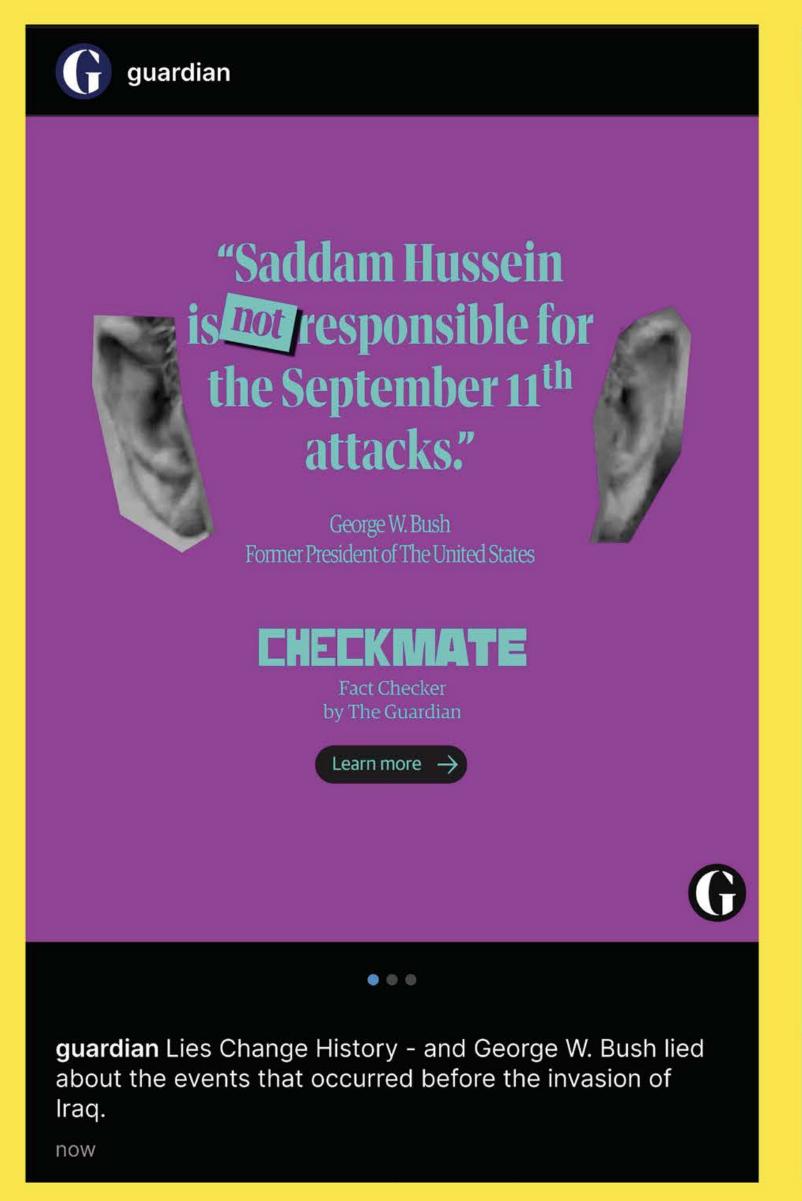


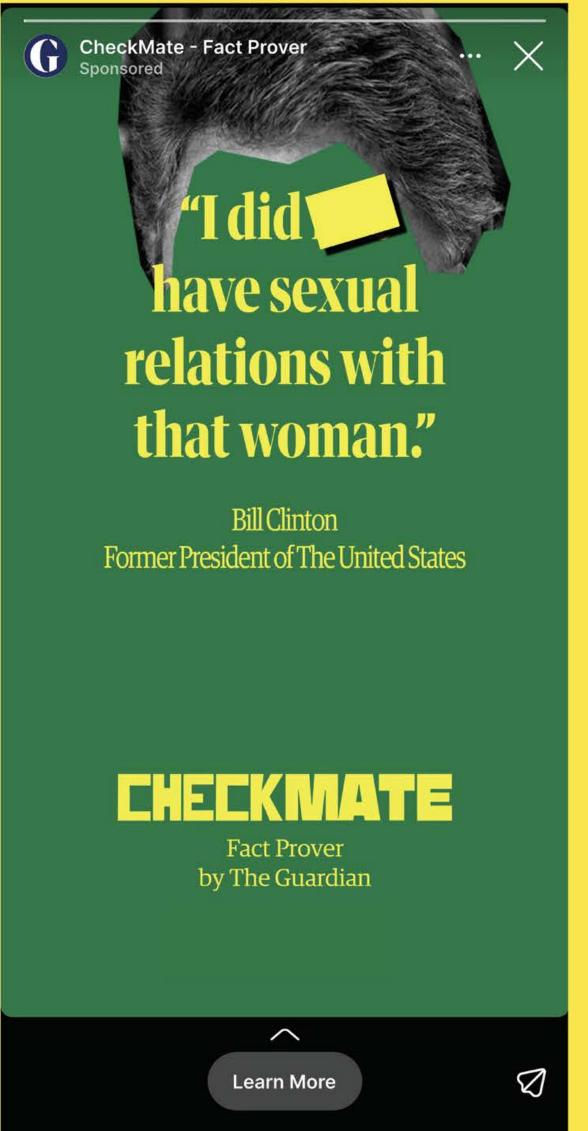












Mission Statement

In a world flooded with misinformation,
Trust is fragile.
When words leave you
Worrisome, confused,
stressed and missinformed,
Sometimes
Revengful and spiteful
To get back at those who lied to them.

Because when your trust is broken, Finding the truth isn't just important-It's personal.

In our quest for independent journalism, and to make the world more truthful. Introducing CheckMate, a fact-prover by The Guardian.

Our Walk Is Different - Black Label:

Medium: Art Direction & Video (spec)

Insight:

Black Label is seen as a cheap beer drunk by the masses, and struggles to command a higher economic status.

Concept:

Our concept is to change the narrative of Black Label, and place it in unusual and formal situations in which the public would take a double take.

Execution:

We have used a formal business man, coming home from a long day of work to his established flat, grabbing a short whiskey glass, opening his personal bar expecting to find a bottle of whiskey, but instead the bar is filled with rows of Black Label in which is his drink of choice after a long day of work.

Team:

Cathrine Johnson- Art Director Georgie Evans - Copywriter Athenkosi Ndzombane - Art Director & Editor Johny Sathekge - Model











Art Direction & Copywriting

Gautrain:

Brief:

Create copy-driven short copy banners for Q1 of 2024, with a very short turnaround time.

Outcome & Insight:

Most Gautrain users are business-people, who tend to have an invested interest in reading so we created a few tongue & cheek print advertisments for Gautrain.

In the first set, we used the top selling books in South Africa at the time to show the speed of the train system, showing that you wouldn't get very far even if you tried. And aimed to position them in the entrances of the bookstores around the province.

Solution not flighted due to budget constraints.

Truth to Power-406 pages

And you'll barely get to page 14.

Malboro to OR Tambo in 10 Minutes

Atomic Habits -320 pages

And you'll barely get to page 10.

Hatfield to Centurion in 13 Minutes

Spare - 518 pages

And you'll barely get to page 9.

Centurion to Pretoria in 8 Minutes









Copywriting

MosquitoGuard:

Brief:

The specifics and results of the project are still confidential and can't be disclosed at this current time.

What I did?

Coined a slogan & crafted a new brand tone of voice for MosquitoGuard, celebrating it's unique selling points in one catchy line.





MosquitoGuard:

What I did?

Helped lead a team in creating the new look of MosquitoGuard that celebrates the unique smelling main ingredient that is Citrdiol.

The idea was to improve on specific things like hihglighting the fact that this is a repellent not a killer, something the previous can didn't highlight with the mosquito being behind the strike. Things like









Copywriting

Nike-Copa America (Spec):

Brief:

Inspired by the copy from from some of the Euros and Copa America posters. Made during Copa America before Brazil got knocked out.

Nike Football and the safe hands of Alisson Becker.





Creative Consulting

FIFA-Request for Proposal

Note

The specifics and results of the project are still confidential and can't be disclosed at this current time.

What we did?

I advised Rooftop Productions creatively when responding to a Request for Proposal from FIFA.

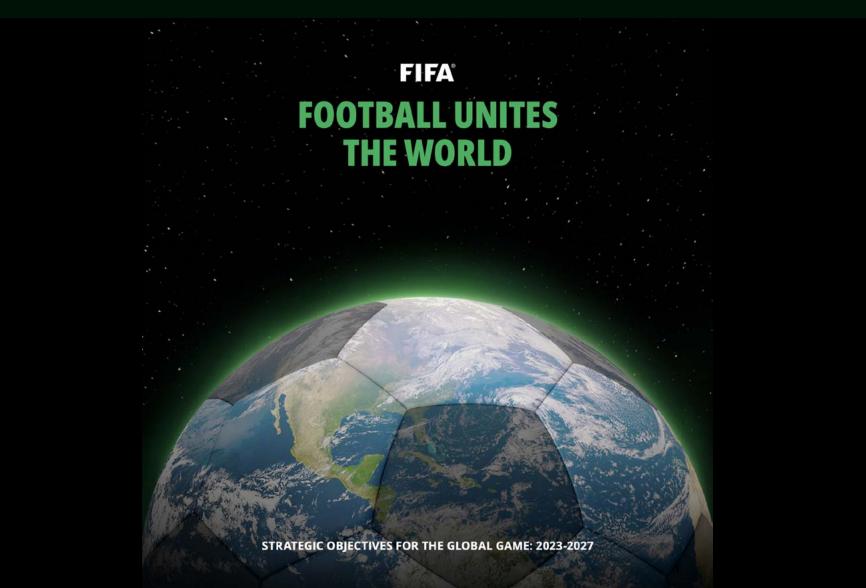
The request was a shift on strategy for FIFA on their strategic goals for 2023 – 2027, how they carry themselves in public and advising how their communications will line up over the next 5 year period until and after the 2026 World Cup. Campaigns like #BringTheMoves, #FootballUnitesTheWorld and others

My personal advice that was followed through by FIFA was creating a database of anti-discrimination ambassadors players and former players for their NoDiscrimination Campaign, earmarking players like Vinicius Junior who have large influence in their respective countries & communities and can work to tackle bias. As well as creating a simple gesture to signify to officials when players plan on suspending the match due to discrimination from crowds.

We advised on their framing and helped create a communication strategy for the Club World Cup 2025 too. As well as addressing their lack of reputation and respect as a governing body.

Read The Goals









Referee

The referee observes or receives a report of abuse.
They will use the No Racism Gesture to signal the incident.

The referee will decide whether or not to stop the match.



Player

A player who is targeted by abuse uses the No Racism Gesture to signal the incident to the referee, captain or team official.

The referee will decide whether or not to stop the match.



Competition Official

The Competition Official observes or receives a report of abuse. They will communicate to the referee the need to stop the match.

The referee will decide whether or not to stop the match.

Volkswagen - Dezemba

What we did?

While I was interning at Ogilvy Cape Town I was tasked with ideating scenarios and helping the incredibly talented Run Team to create the Dezemba 4.0 set of social media posts for Volkswagen.

These spots were daily for 14 days in the first few days of December, with the goal of shining a light on the VW Commercial vehicles. I helped over see the creation of elements, had to sketch and design items for the team to better get a feeling of the single items. Those sketches aren't allowed to be shown. These were early ideations of the story, and I continued to storyboard the animations till it was up to scratch.

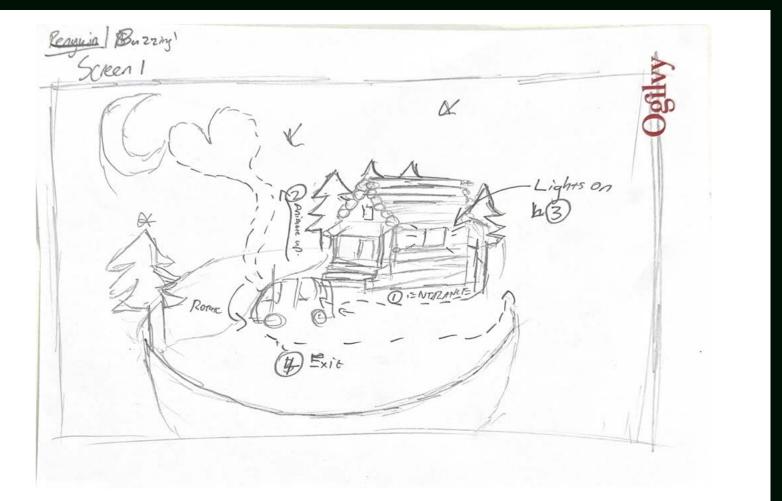
My role was essentially junior art director, as I assisted the Art Director Humaira Chucon and Copywriter Emma Wilson.

See my two favourites titled Buzzing and Penguin Who Could Fly.









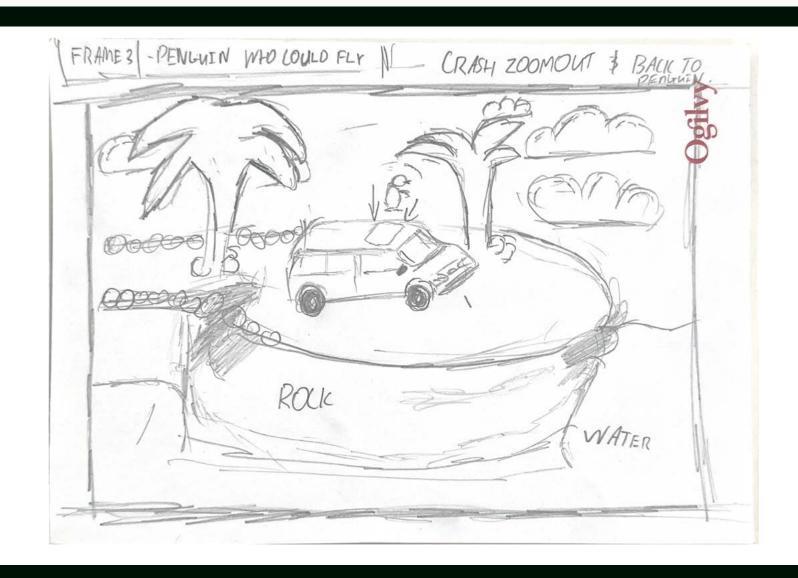














Photography

Formula E - Season 9

Medium: Photography

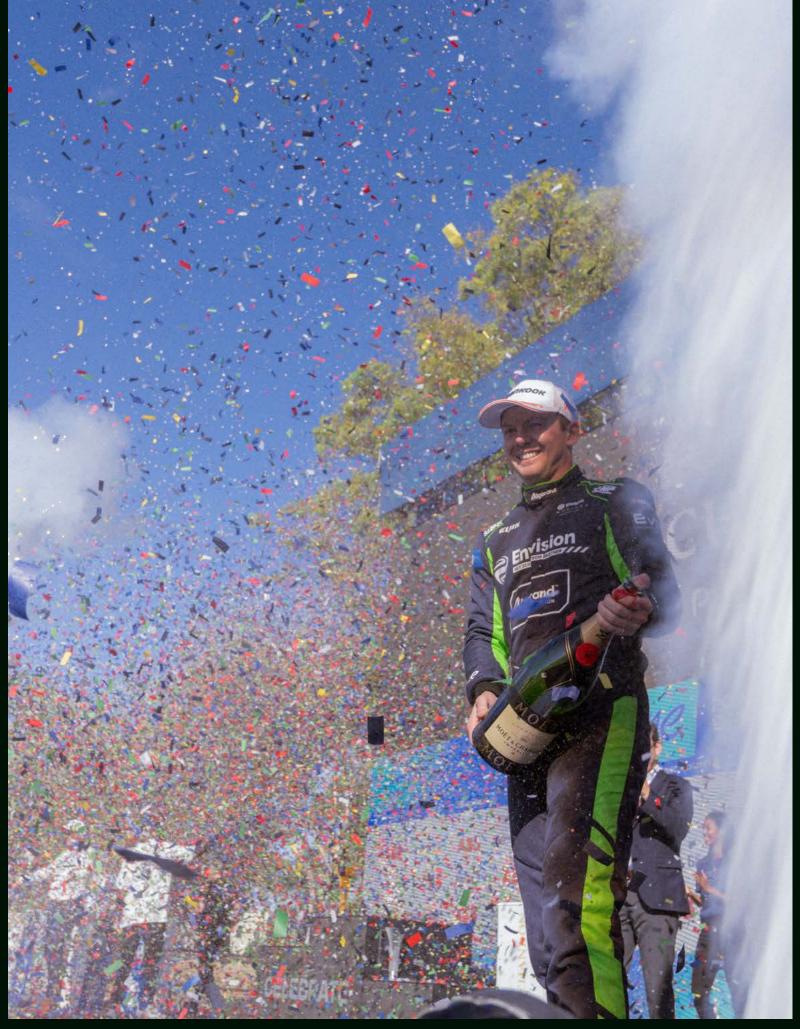
Brief:

Capture the Formula E Season 9 as authentically as possible to give a 'Behind the Scenes' look on the ongoing circus of Formula E

Problem:

Formula E doesn't show enough of the behind the scenes during their races outside of the Unplugged show they have, and need more content for their social media.







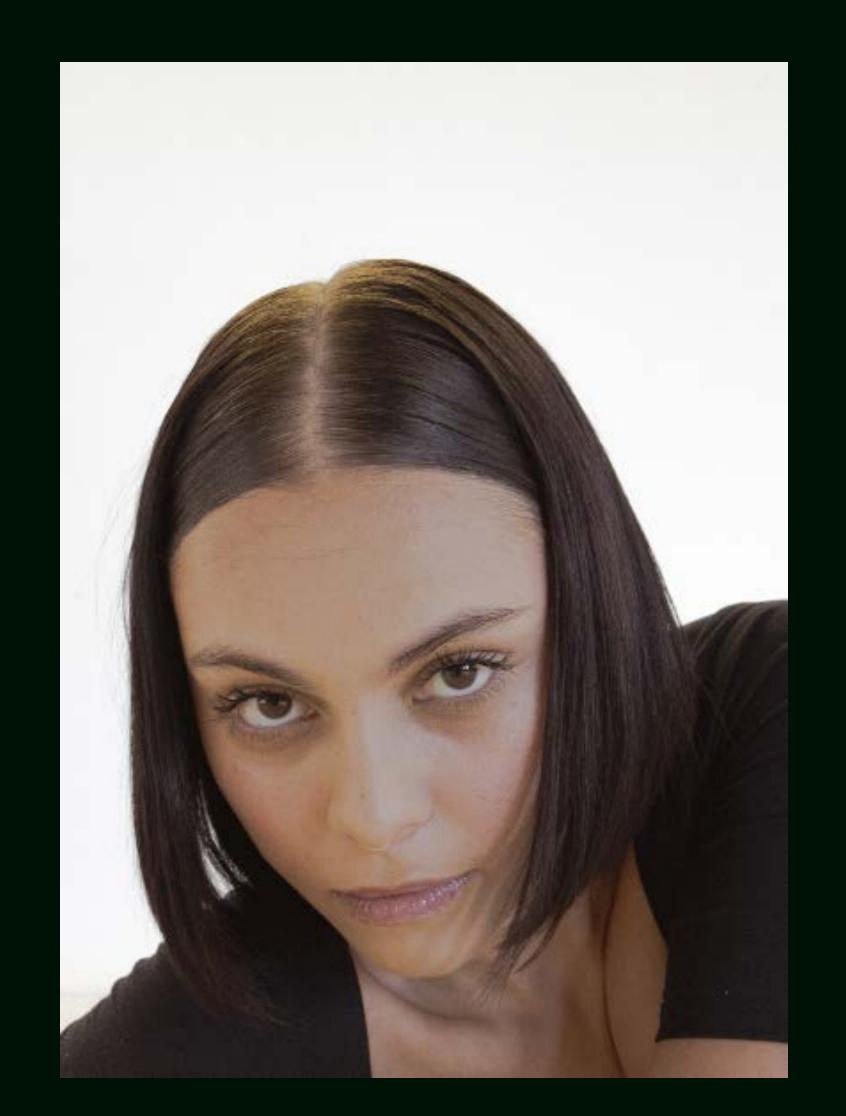








Photography



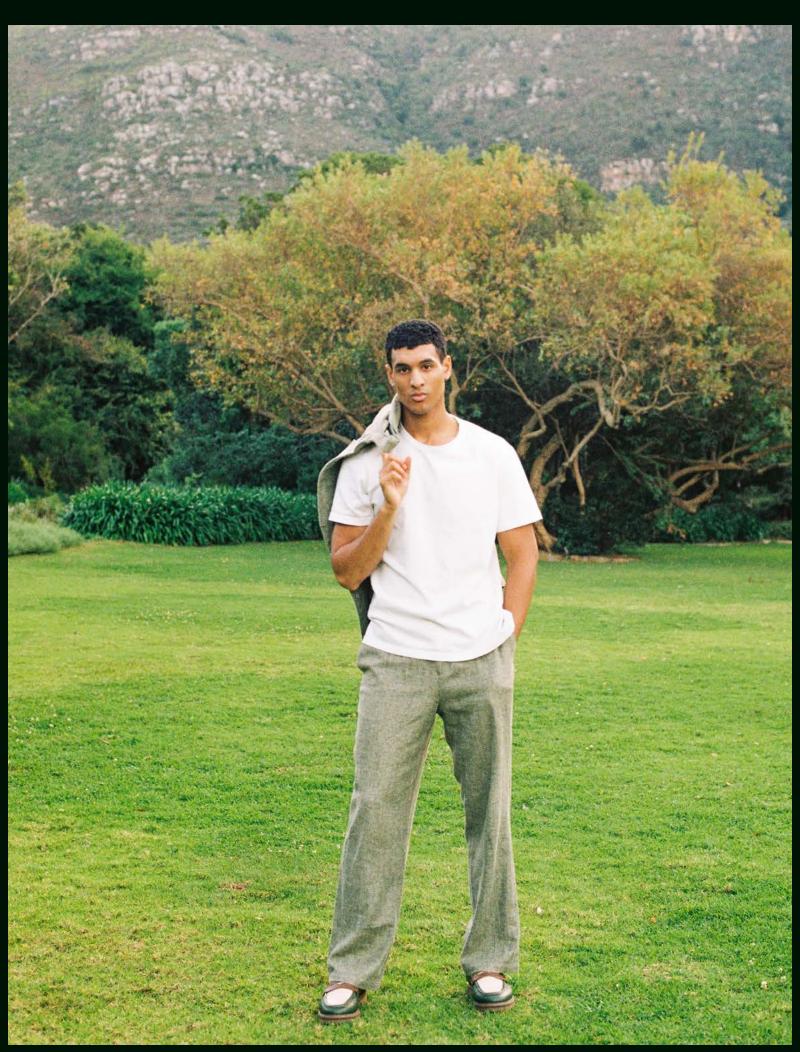




attie made this!

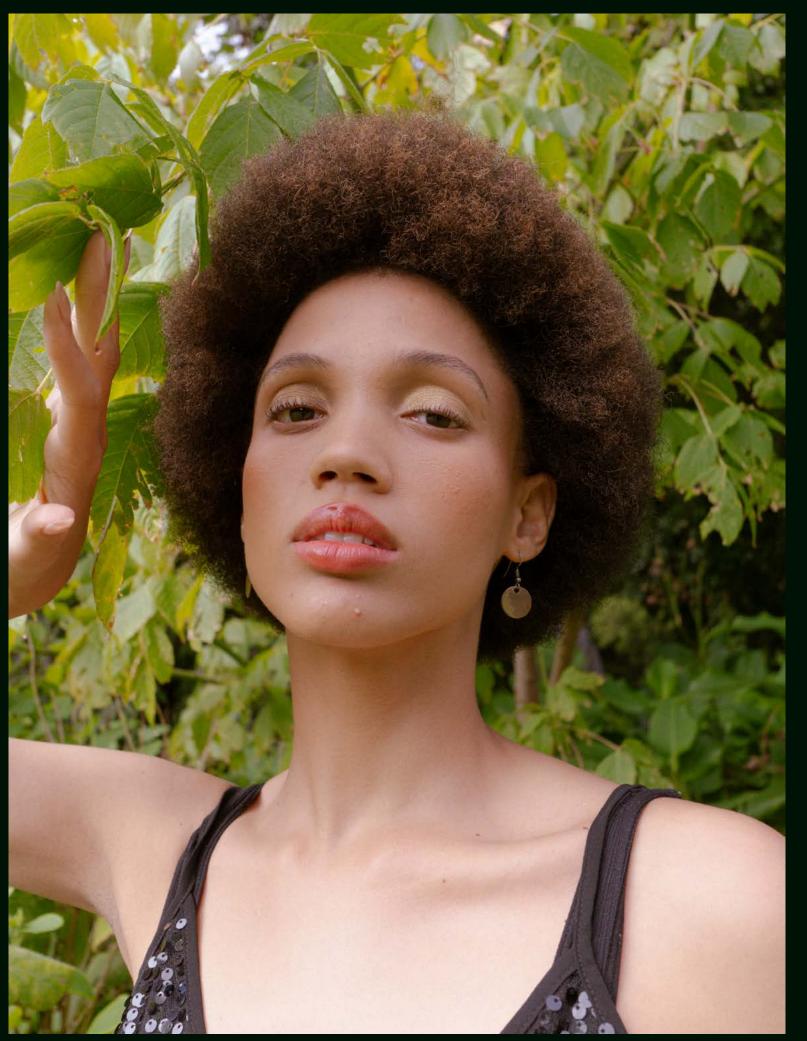
Photography









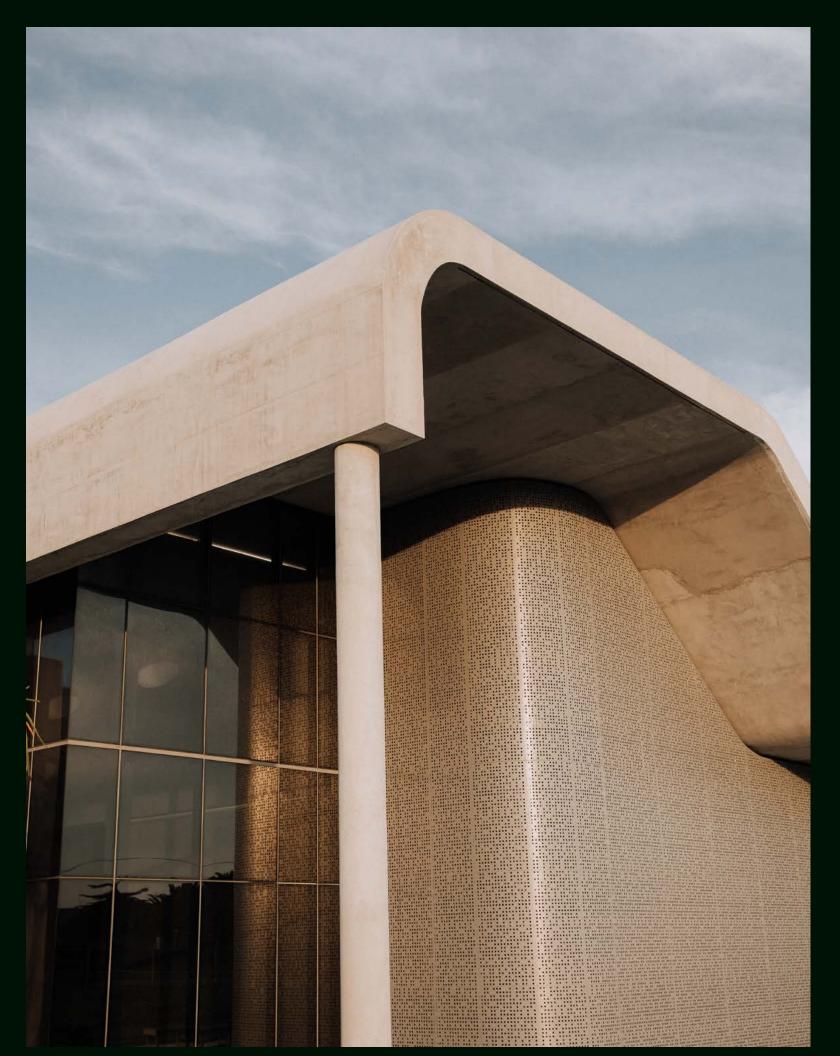




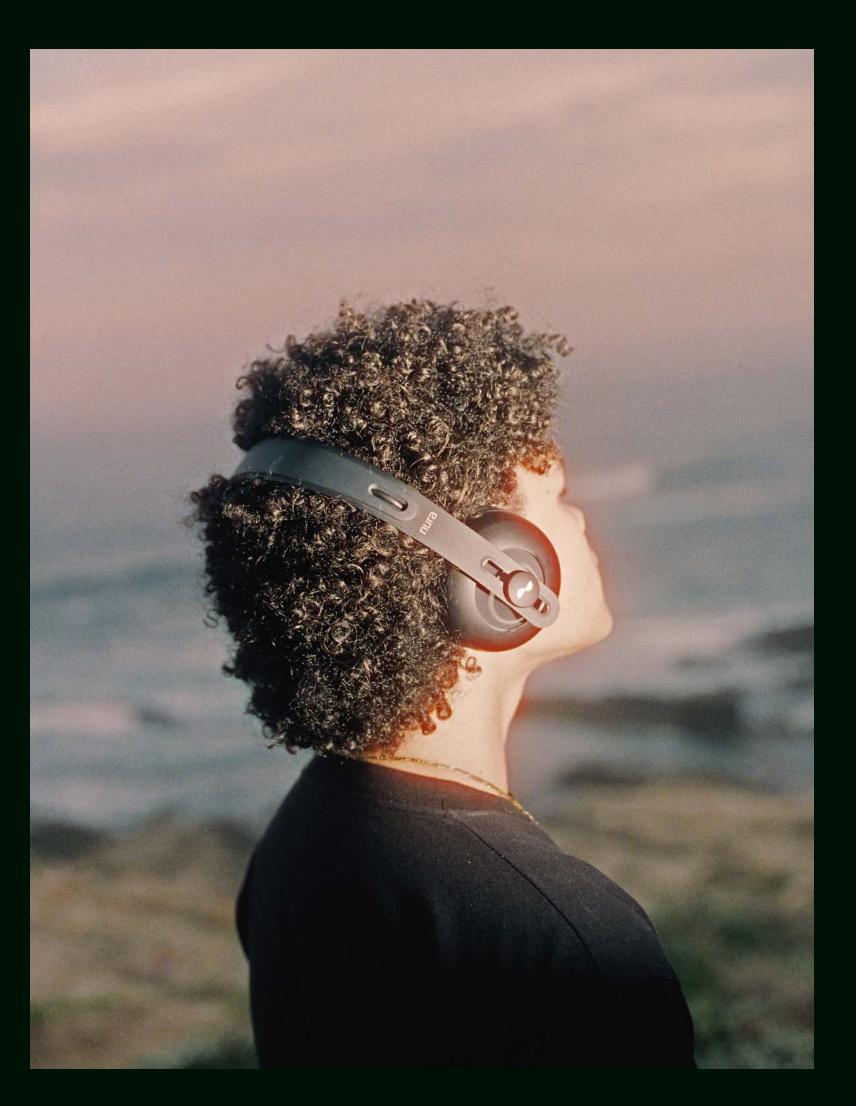
















COLOUR GRADING







attie made this!

VIDEOGRAPHY

Kasha - Safety for women

Medium: Videography

What we did?:

We shot a short video for Ghanaian service provider KASHA to show the journey of how it helps independent women get access to confidential medication delivery.









Watch It Here





VIDEOGRAPHY











VIDEOGRAPHY

AriPats - Fashion Film

What we did?

A short fashion film created for Port Elizabeth designer Ariana Patsalos.

Shot at the Van Staden's Nature Reserve.

Watch It Here



VIDEOGRAPHY & GRADING













VIDEOGRAPHY & GRADING

Crates & Converse x Starr

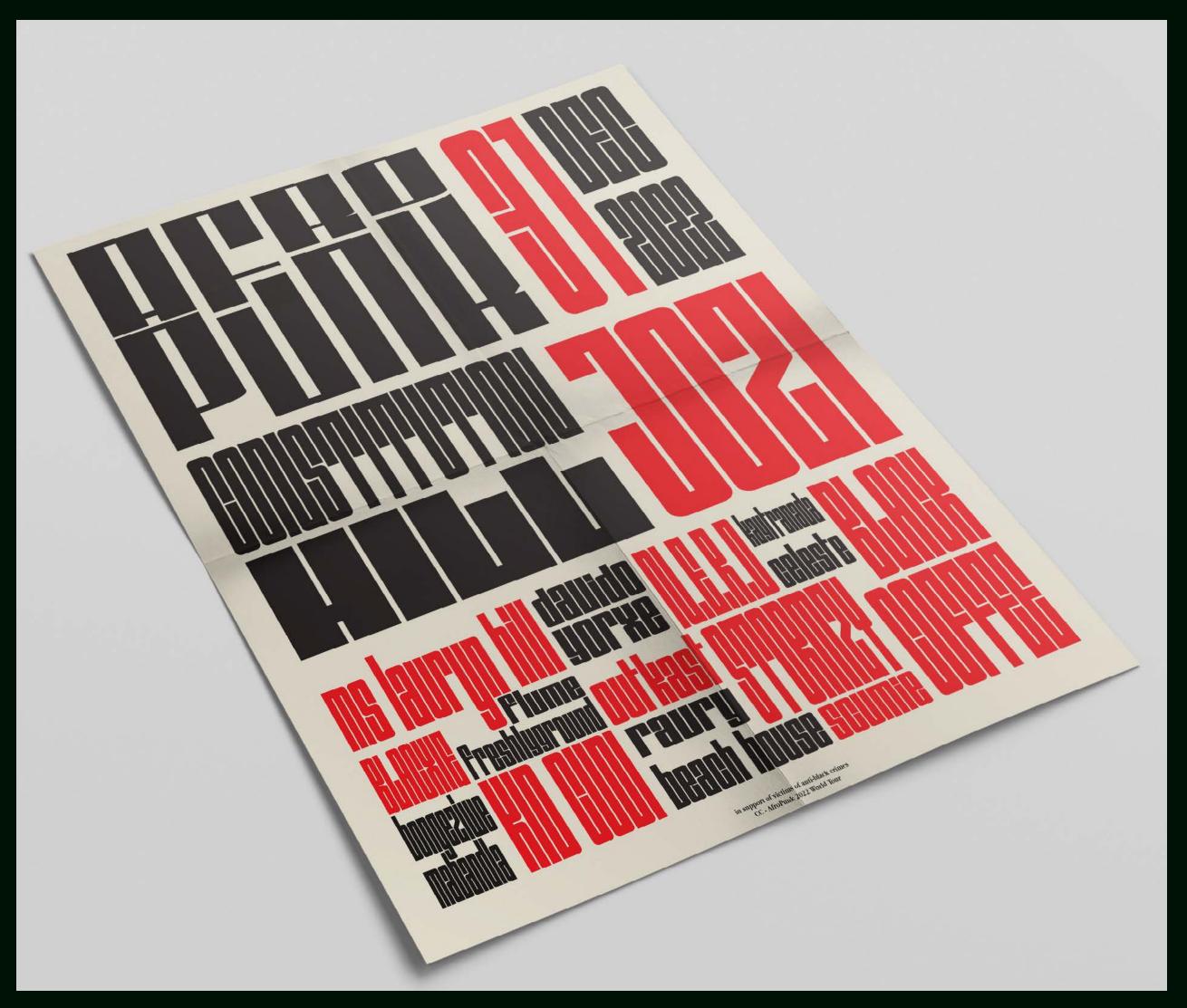
What we did?

We shot fashion shorts for Crates and Converse South Africa

Watch It Here

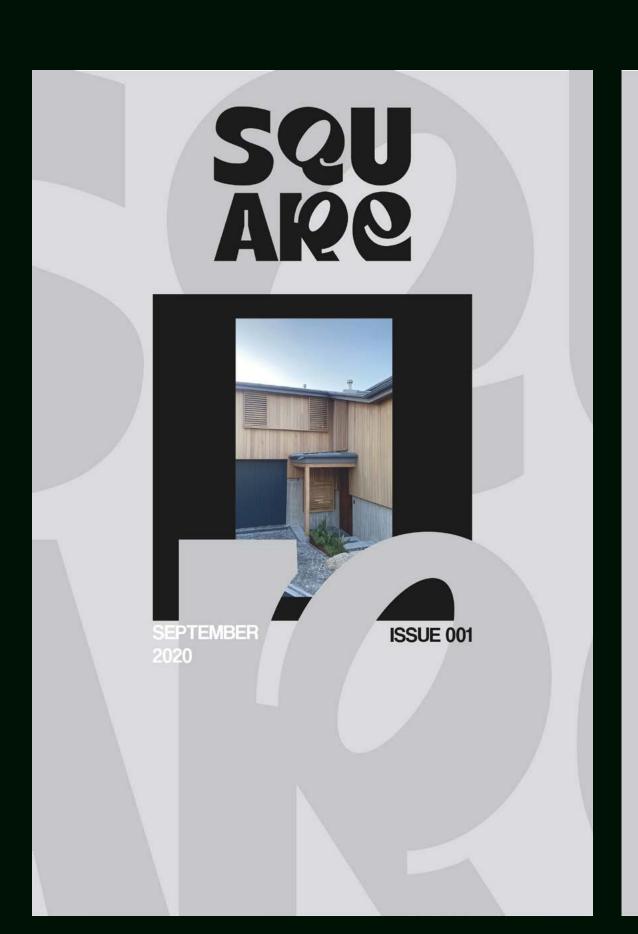


POSTER DESIGN





MAGAZINE DESIGN



SQU AQQ

Square is a magazine that priorotises the beautuy of architecture and celebrates the people who dominate the space aswell as giving rising African talent an opportunity to shine and get them into the rooms that matter with people that matter.



Annual Design Competition Uplifts Young SA Design talent

PG Bison 1.618 Education Initiative marks 28 years of supporting top SA interior design and architecture talent.

Johannesburg, 28 September 2020 — PG Bison, trusted wood panel manufacturer and proudly South African company, has been running the L618 Education Initiative for 28 years. This annual design competition is aimed at third-year architecture and interior design students around South Africa and is written into the curricula of participating educational institutions. It aims to nurture and recognise young talent, introduce students to real-world briefs and products, and encourage creative thinking. In 2020, for the first time ever, the competition moves online.



winner was studying. The 2019 competition winner was Sanette de Villiers from Nelson

The 2020 brief sees students submitting their ideas to transform a site in a community based space for work and leisure in the Lower Baakens Valley, South End. Entrain need to select a tenant or brand and design a fit-for-purpose space within the existing development, balancing the tenant/hund requirements with a social cause.

> SQI ARG

Livia Coetzee-Stein, Creative Executive at DHQ Interior Brand Architects, is one of the five competition judges and helped PG Bison to craft the 2020 brief. "The theme — Pursuit of Balance — is about balancing the experiential component with the actual site and its distinct elements," she says. "It's such a very raw space, so I'm interested to see how the students are going to look at the tenant mix and who's there at the moment, and then what they can bring that's different to offer that will bring value. It's more than design — it's strategic thinking."

Coetzee-Stein is joined on the judging panel by Dale Friedman, Associate at Paugon Interface and Phill Mashabane, Founder and Principal Architect at Mashabane Rose Associates, who have both served as PG Bison. 1618 Education Initiative judges before, as well as two new judges: Mardre Meyer, Creative Director and a Partner at Source Interior Brand Architects, and Henk Marais, Founding Member and Director at Connect Architects.

"Ibelieve strongly that supporting students is supporting the future of the design industry in this country," says Meyer, adding that being a judge is a way to help shape these students, and thus the future of the industry. "Judging is quite a lengthy, considered process," says Markham "But in the wake of COVID-19, we're doing things differently this year. Whereas previously, we would bring the judges together for a full day event, where they would view printed student submissions and discuss them, this year the process is digital. Our students will submit their entries digitally and the judges will go through two rounds. First is the elimination round, where entries that don't meet the requirements of the brief or the standard of the competition will be discarded. Then there's a round where the judges whittle down the remaining entries to come up with the top 20, select the top 10 and decide on the top three places."

Previously, the winner and their lecturer would win a fully-paid trip to the Milan Furniture Fair — one of the world's top design events. The runner-up would receive a fully sponsored ticket for Design Indaba including a cash prize and the third-place prize was a cash prize of R10 000.

All remaining top 10 finalists received a cash prize of R2.000 cach. However, given travel restrictions and concerns around COVID-19, the 2020 winner and their lecturer will cach receive a cash prize of 850 000, with R20 000 for the runner-up. The third place and finalists' prizes remain unchanged.

"Our awards ceremony will also take place online this year, which is something we've never done before, so we're working hard to ensure we keep our students engaged," says Markham. "The benefit of doing a digital ceremony instead of a gala event is that we can include more of the students' special family and friends, allowing them to be part of celebrating South Africa's young architecture and design talent."

Markham says that the competition is not only a chance for students to compete for attractive prizes and top honours, but to distinguish themselves in the cycs of potential employers. Previous winners and finalists of the PG Bison 1,618 Education Initiative have gone on to receive job offers as a direct result of the competition, and to achieve successful careers. "We've had winners who have eventually come full circle to be competition judges, and those who have started their own companies or won other prestigious competitions," says Markham. "PG Bison believes this initiative is not only a means to support young South African talent, but to connect students with industry to help them prepare for their careers."

SQU

25

We were tasked to create a fictional magazine inspired by a chosen article.



LOGO DESIGN





Old

Vukani is a Port Elizabeth based running that desperately needed a redesign, I crafted and executed a solution that worked for them and provided a unique icon.



LOGO DESIGN



Created a logo for a new grills and tooth gem company, Forged Fangs, based in Port Elizabeth.

I crafted amd excecuted a logo that was unique and appealed to their target audience of fashion concious 20-35 year olds.



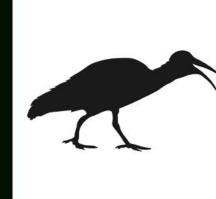
FESTIVAL DESIGN







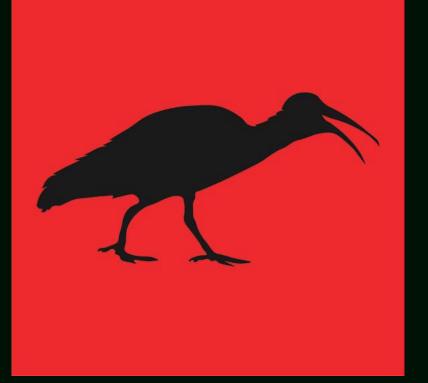








BENIN
EGYPT
BURUNDI
CAAAPEVERDE
AAANGOLA



FAAAAA Ascream for africa AAAAA E



BOOK DESIGN







School project where we were tasked to make an illustrative post-modern narrative book for children. I chose to make a type inspired love story about moving to a new city.



REFERENCES

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